



Main Street Displays Limited
Legend House, Bradbury Drive
Springwood Ind. Estate
Braintree
Essex, CM7 2SD
Tel. 01376 551300

www.msdisplays.net
e-mail: sales@msdisplays.net

Keeping your data safe

The protection of any personal data you choose to share is very important to us. We work to ensure that all our customer data is processed in line with the European General Data Protection Regulation.

Collecting customer information

We will ask for some personal data if you open a trading account or register on our website. We will ask for your contact preferences during those processes too. If you require a credit account, we will also ask for your permission to conduct a credit check. We work with Creditsafe, who will complete the check and share your credit score with us at that point.

Other business processes and interactions enable us to collect further customer information during our trading relationship. Generally, we continually collect the following personal data from you;

- Names, addresses, post codes, telephone numbers, email addresses
- IP addresses, cookies
- Transactional data
- Credit ratings (if opening a credit account)
- Your preferences regarding how we use your personal data

Storing customer data

All data is stored & used within the EU. We store customer data in our database and accounting software system, which manages and integrates business information areas such as planning, purchasing, inventory, sales, marketing, finance and human resources.

Security

We store customer files with personal information in a secure manner. We store such files in areas not accessible to Web browsers, or behind password protection, or off-line. Where appropriate, we use industry-standard SSL-encryption to protect data transmissions. We do not store any credit or debit card details for electronic payments made to us.

We may work with third parties to support us with business activities. We ensure that these companies work as our partners, conforming to all data protection regulations and our operating standards.

Access

We acknowledge your right to know what personal data we hold about you and, to update it if necessary, you can:

- Update your details using by contacting us by email or telephone.



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- Request that we update your details by completing [contact us](#) form detailing changes. We will process your request within 4 weeks.
 - Request a copy of the personal data we hold about you by emailing us with the subject request personal data to info@msdisplays.net. We will process your request within 4 weeks.

Using customer information

We are committed to improving and developing our products, services and ways of working with you. This is possible because of the information you choose to share with us. The data helps us understand you better and provide tailored experiences more suited to you personally. We use customer data for business activities such as;

- emailing your invoices to you
- communicating with you
- tailoring offers and news that we think would appeal to you
- understanding your views about us
- analysing and interpreting general market trends and insights
- creating shopper profiles that help us shape new products, services and processes

We may use third party companies to support or deliver our activities, such as email agencies, research agencies, postal fulfilment companies etc. These companies are our contracted partners that work with us to deliver a service.

We do not sell, rent, or loan customer information to third parties for e-mail marketing.

We acknowledge your right to restrict how we use your data and will always ask for your consent up front before we process any communications or customer research with you.

You can always amend how you would like to be contacted by us by contacting us either on our website, or by email.

Removing customer data

We only keep your personal data for the period of time that it is necessary for the purposes outlined above and will delete or anonymize the data afterwards.

Unsubscribing

We send offers, industry news and communications only to those who request them, and within 4 weeks unsubscribe those who no longer want us to contact them. You can unsubscribe from communications on every email we send to you. Alternatively, you can update your contact preferences by confirming them via an email.

We do everything possible to ensure that your data is protected and used only for the purposes you permit, but we acknowledge your right to have your data removed from our database.



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To have your data removed, please send an email to info@msdisplays.net. We will acknowledge your request and process it within 4 weeks. You will be notified when this is completed.

Contact details

Please get in touch

Protecting your data is important to us. If you have any questions or issues about how we collect, store, or use the information you share with us, please contact us [online](#) or by calling our customer services team on 01376 551300.